



@TheCABS

#RT16



Conference Guide

For Delegates

WELCOME TO CALGARY

Dear delgate,

On behalf of the Program Team for the 2016 CABS Roundtable Conference (RT) in Calgary, Alberta, we are ecstatic to share with you the vibrancy and hard-working culture of our city!

CABS Roundtable is held every year with the intent of growth and collaboration by bringing universities across Canada together, and this year we are excited to welcome 27 universities to Calgary. Known as the “Heart of the New West”, Calgary is infectious with it’s energy and opportunity.

We hope your experience in our great city provides you with new ideas and fresh perspectives to bring back to your respective business student associations for the future!

Sincerely,

Georges Ayoub, Executive Director, External
Alice Yao, Executive Director, Internal



ABOUT CABS ROUNDTABLE

OVERVIEW

CABS Roundtable is one of Canada's largest and most prestigious student-run conferences, and the keystone event in the CABS conference circuit. An annual affair, it connects over 250 of the brightest student leaders from over 25 of the top business schools across the country. Every year since its inception in 2008, CABS Roundtable has been hosted in a different Canadian city. The host university is selected by the CABS board of directors and is mandated to create and promote a conference that highlights leadership, team building, and best practices to ensure the success of each school's individual business society. Additionally, each CABS Roundtable serves to host the CABS AGM, in which the elected management team and board of directors develop the strategy and objectives for the organization over the coming term. Each year, member schools place bids to host this reputable event, and it is held between the end of February and the beginning of March.

CITY OF CALGARY

Calgary is a city in the province of Alberta, Canada, with a metropolitan population of over 1,200,000. It is the largest city in the region and the third-largest municipality in Canada. The economy of the region features activity in the energy, financial services, film and television, technology, and manufacturing sectors, it is home to the second-most corporate head offices in Canada. Calgary is best known for hosting the 1988 Winter Olympics, it's close proximity to the Rocky Mountains and the Calgary Stampede. This vibrant city will also be hosting the Juno Awards in April 2016!



ABOUT CABS ROUNDTABLE

OUR HOSTS



UNIVERSITY OF CALGARY
HASKAYNE SCHOOL OF BUSINESS



**UNIVERSITY OF
CALGARY**

The University of Calgary is Canada's leading next-generation university – a living, growing and youthful institution that embraces change and opportunity with a can-do attitude. Located in the nation's most enterprising city, the university has a clear strategic direction – Eyes High – to become one of Canada's top five research universities by 2016, grounded in innovative learning and teaching and fully integrated with the community of Calgary.

The Haskayne School of Business was founded at the University of Calgary in 1967, and was named in honor of Richard F. Haskayne in 2002. The vision of the Haskayne School for Business is to be an internationally recognized center of excellence for business education, research and community outreach, with a special emphasis on distinct elements that define Calgary and Alberta: energy, entrepreneurship and ethical leadership.



THE PROGRAM TEAM



Georges Ayoub | *Executive Director, External*

A graduate from the Haskayne School of Business, where he specialized in Energy Management, Georges is currently working as a Product Specialist at Tesla Motors. Having experienced 2 CABS Roundtable events as a past President of the Haskayne Commerce Undergraduate Society, Georges desired to try his hand at hosting to give back to the community he received so much from. Georges is also a talented photographer, fashion designer, and will begin work as a General Consultant with Ernt and Young in Sept. 2016.



Alice Yao | *Executive Director, Internal*

Alice is currently in her last semester of her Accounting Degree at the Haskayne School of Business, where she was involved with Haskayne JDC West and the Haskayne Commerce Undergraduate Society. Alice is excited to be finishing off her student involvement with an event like CABS Roundtable, which she sees as the capstone to the experiential education she's received through such student leadership.



Chelan Darough | *Director of Logistics*

A Marketing graduate from the Haskayne School of Business, Chelan defined her undergraduate career through involvement with initiatives like the Global Brigades, where she served as President of the Calgary Chapter. With a passion for education, commerce, non-profits, and event planning, CABS Roundtable 2016 was the perfect opportunity for Chelan to utilize her varied talents to help create something special!



Stefanie Zarnowski | *Director of Events*

Stefanie recently graduated from the Haskayne School of Business in December 2015. She completed her Bachelor of Commerce with a concentration in marketing and since then has started working at Xerox as their Marketing Coordinator for Western Canada. This is her first time experiencing Roundtable and she has loved being a part of the organizing committee and trying her hand at event planning. She is passionate about coffee and competed in the Prairie Regional Barista Competition this past August.



Rose Ferrer | *Director of Sessions*

An Energy Management graduate from the Haskayne School of Business, Rose is currently working at the Alberta Utilities Commission as part of the Market Oversight and Enforcement Division. During her time at the University of Calgary, she learned a number of invaluable skills through her involvement with the Commerce Undergraduate Society and Global Brigades Calgary. Rose is excited to be part of Roundtable 2016, which will allow students to develop a multitude of leadership skills.

ACCOMODATIONS

HOTEL DETAILS

The Westin Calgary is situated in the heart of one of Canada's most exciting cities, where the major business centre meets the city's extraordinary outdoor activities and first-class dining and arts. Their 25 updated meeting rooms are 100% wind powered and offer over 26,000 square feet of Calgary meeting space for conferences and conventions.



Please be advised that your room may not be ready until 3PM on the day of arrival. Please check in at the RT registration table before heading to the hotel front desk.

Check out on Sunday, February 28th is 11AM. Organizing a late check out time will be the responsibility of the delegate.



The first delegate to check into the room will have to put down their credit card number. This will be to pre-authorize for incidentals. Any and all damage will be charged back to the individuals in the room.

Delegates that will be driving to and from the conference will have underground parking available to them. This parking comes at a cost of \$12 per day, and can be arranged with the front desk upon check-in. One ATM is available in the hotel lobby. Alternatively, there is a TD Bank across the street.

CODE OF CONDUCT

CABS fully expects all attending delegates to conduct themselves in a safe and appropriate manner throughout the duration of the conference. This includes, but is not limited to, the following:

- 1. No excessive drinking or bringing alcohol to any organized event venue**
- 2. No illegal substance use in any form at any venue**
- 3. No gross negligence**
- 4. No violent behavior - inclusive of abuse, molestation, and harassment towards any person)**
- 5. No disrespectful behavior (inclusive of all social media channels)**
- 6. No disturbing other guests (inclusive of all venues where organized events are held)**
- 7. Follow the itinerary and instructions from the RT Program Team and CABS**
- 8. Follow instructions from RT Volunteers & the CABS Management Team**

PROGRAMMING

CABS Roundtable 2016 features the CABS Executive Development Curriculum, a combination of targeted sessions and moderated discussions. An evolution from earlier programming models, the program is intended to give member executives the most value possible out of each event.

For CABS' flagship conference, the programming features specific incoming and outgoing content, with the primary focus for incoming executives being general executive competency development, while the outgoing executives start planning their next steps as they prepare to leave their positions. These objectives are achieved with a combination of lecture-based instructionals and discussion based workshops, in both executive specific groups and Business Student Association groupings.



DEVELOPING SESSIONS | RESEARCH AND ANALYTICS

Using a combination of data mining and research methods, CABS has slotted executives and Business Student Associations into respective sessions based on similar attributes, objectives, and perceived weaknesses. The classifications transcend position titles and instead focus on the core functions and responsibilities of each executive.

INSTRUCTIONS FOR DELEGATES REGARDING SESSIONS

Each delegate will receive a customized schedule within their delegate materials, illustrating which particular session they are in during each session time slot - denoted by letter. It is imperative delegates follow these instructions, and they may check with a CABS Executive or Director, Program Team Member, or Volunteer should they require further assistance.

THE SESSIONS

**Friday
Morning**
Incoming

Session Title: Governance

Session Day and Time: Friday, AM

Attending Executives: President, VP Finance, VP Academics, VP Internal

Learning Outcomes: Understanding of governance frameworks, how a Business Student Association is typically governed, and knowledge of alternative structures

Session Title: Knowledge Management

Session Day and Time: Friday, AM

Attending Executives: VP Marketing, VP Internal

Learning Outcomes: Administration best practices, retention of knowledge and institutional history, business process and analysis

Session Title: Management

Session Day and Time: Friday, AM

Attending Executives: VP Events, VP Academics, VP External, VP Finance, VP Marketing

Learning Outcomes: Structuring leadership, motivating teams, developing

Session Title: Society Strategy

Session Day and Time: Friday, AM

Attending Executives: President, VP External, VP Events

Learning Outcomes: Implementing a strategy, identifying opportunities for strategic applications in a Business Student Association

Session Title: Meaningful Partnerships

Session Day and Time: Friday, AM

Attending Executives: VP External, VP Finance

Learning Outcomes: Creating value for partners

Session Title: Not for Profit Financial Management

Session Day and Time: Friday, AM

Attending Executives: President, VP External

Learning Outcomes: Basic knowledge of accounting standards of a Not for Profit organization

Session Title: Lobbying and Advocating

Session Day and Time: Friday, AM

Attending Executives: President, VP Internal, VP Academics

Learning Outcomes: How to improve the educational landscape at a business school of faculty

THE SESSIONS

Session Title: Recruitment

Session Day and Time: Friday, AM

Attending Executives: VP Marketing, VP Academics, VP Internal

Learning Outcomes: Best practices for talent attraction, selection, onboarding, and retention

Session Title: Strategic Marketing

Session Day and Time: Friday, AM

Attending Executives: VP Marketing, VP Events

Learning Outcomes: How to identify situations and circumstances for strategic marketing initiatives

Session Title: Building Networks

Session Day and Time: Friday, AM

Attending Executives: Outgoing Executives

Learning Outcomes: Developing connections, identifying mentors, career advice and techniques

Session Title: Career Planning & Professional Positioning

Session Day and Time: Friday, AM

Attending Executives: Outgoing Executives

Learning Outcomes: How to capitalize on opportunities, positioning yourself for success, long-term planning

Session Title: Giving Back

Session Day and Time: Friday, AM

Attending Executives: Outgoing Executives

Learning Outcomes: Making an impact as an alumni, balancing work and volunteerism

Session Title: Transitioning Out

Session Day and Time: Friday, AM

Attending Executives: Outgoing Executives

Learning Outcomes: Adjusting focus to career and new opportunities, better equipping successors

**Friday
Morning**
Outgoing

THE SESSIONS

Friday
PM

Session Title: Position Specific (Portfolio Development)
Session Day and Time: Friday, PM
Attending Executives: All executive positions
Learning Outcomes: Developing position and initiatives

Session Title: Similar-School (Structural)
Session Day and Time: Friday, PM
Attending Executives: All executive positions
Learning Outcomes: Improved Operations for Service Supporting and Service Providing Business Student Associations

Saturday
AM

Session Title: Position Specific (Learning Outcomes)
Session Day and Time: Saturday, AM
Attending Executives: All executive positions
Learning Outcomes: Outgoing to incoming knowledge transfer, continual improvement

Session Title: Similar-School (Shared Focus)
Session Day and Time: Saturday, AM
Attending Executives: All executive positions
Learning Outcomes: Solutions and plans for shared objectives and priorities



THE SCHEDULE

Time	Wednesday	Thursday	Friday	Saturday	Sunday
8:00am - 9:00am	N/A	Breakfast	Breakfast	Breakfast / Busing	Breakfast
9:00am - 10:00am		Incoming BOD Training / Orientation / CABS Review	Sessions	Sessions	Departure
10:00am - 11:00am					
11:00am - 12:00pm					
12:00pm - 1:00pm	Lunch		Lunch		
1:00pm - 2:00pm	President Arrival and Check In Dinner	CABS AGM / CABS Elections / Executive Arrival and Check In	Lunch	Career Panel / Industry Panel / Networking	
2:00pm - 3:00pm			Sessions		
3:00pm - 4:00pm				Travel and Free Time	
4:00pm - 5:00pm					
5:00pm - 6:00pm			Free Time		
6:00pm - 7:00pm	Free Time	Dinner	Travel and Night Event	Gala	
7:00pm - 8:00pm		Free Time			
8:00pm - 9:00pm	Travel & Dinner	Travel & Dinner	Night Event (1)	Night Event	
9:00pm - 10:00pm	Dinner	Night Event			
10:00pm - 11:00pm	Night Event				
11:00pm - 2:00am			Night Event (2)		

THE SCHEDULE

FRIDAY MORNING SCHEDULE (INCOMING)

Time	Room A	Room B	Room C	Room D
9:00am - 10:00am	Management	Governance	Recruitment	N/A
10:00am - 11:00am	Strategic Marketing	Meaningful Partnerships	Lobbying & Advocating	N/A
11:00am - 12:00pm	Management	Society Strategy	Recruitment	Governance
12:00pm - 1:00pm	Management	Society Strategy	Knowledge Management	NFP Financial Management

FRIDAY MORNING SCHEDULE (OUTGOING)

Time	Room E	Room F	Room G	Room H
9:00am - 10:00am	Transitioning Out	Building Networks	Giving Back	Career Planning
10:00am - 11:00am	Transitioning Out	Building Networks	Giving Back	Career Planning
11:00am - 12:00pm	Transitioning Out	Building Networks	Giving Back	Career Planning
12:00pm - 1:00pm	Transitioning Out	Building Networks	Giving Back	Career Planning

FRIDAY AFTERNOON SCHEDULE

Time	Room A	Room B	Room C	Room D	Room E	Room F	Room G	Room H
1:00pm - 2:00pm	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
2:00pm - 3:30pm	Finance Session	President Session	Academics Session	N/A	Events Session	External Session	Internal Session	Marketing Session
3:30pm - 5:00pm	Similar School Session	Similar School Session	Similar School Session	Similar School Session	Similar School Session	Similar School Session	Similar School Session	Similar School Session

THE SCHEDULE

SATURDAY MORNING SCHEDULE

Time	Room A	Room B	Room C	Room D	Room E	Room F	Room G	Room H
9:00am - 10:30am	President Session	Finance Session	External Session	Internal Session	Events Session	Academics Session	Marketing Session	N/A
10:30am - 12:00am	Similar School Session	Similar School Session	Similar School Session	Similar School Session	Similar School Session	Similar School Session	Similar School Session	Similar School Session
12:00pm - 1:00pm	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch

SATURDAY AFTERNOON SCHEDULE

Time	Room I	Room J	Room K
1:00pm - 2:00pm	Career / Industry Panel	Industry Panel	Networking
2:00pm - 3:00pm	Career / Industry Panel	Industry Panel	Networking
3:00pm - 4:00pm	Career / Industry Panel	Industry Panel	Networking

EVENT THEMES



Cowboys | Thursday Night @ Cowboys Dancehall

What's a visit to "Cowtown" without a night out at Cowboys dressed in full cowboy/cowgirl gear! Bring out the plaids, cowboys boots and hats and we look forward to seeing everyone 2-step the night away!



Rep Your Track | Friday Night @ Fort Calgary

Want to see which school have the best dance skills? Rep Your Track is back! This year, the theme is childhood memories, so be prepared for some classic songs from the early 2000s that will bring us all back to memory lane.



Art Deco | Saturday Night @ Devonian Gardens

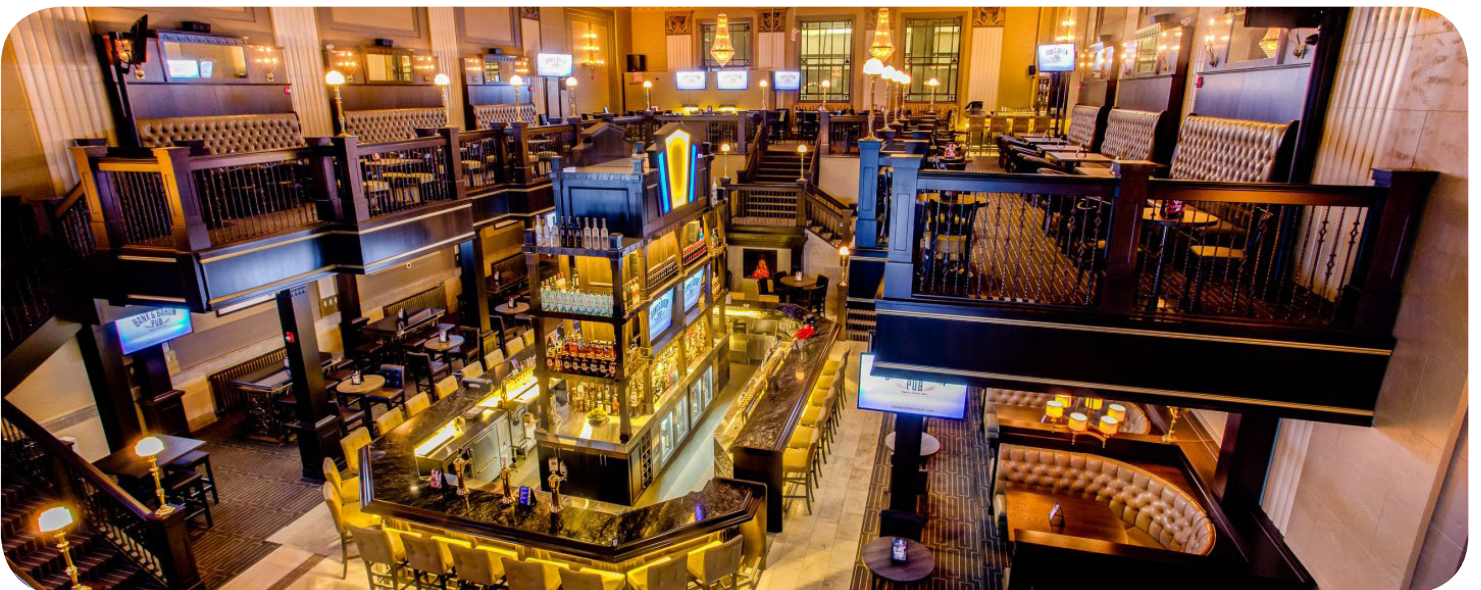
We are bringing classy back for the Gala! The event will be held in Devonian Garden, a large botanical garden, and we want all of you to be decked out in Art Deco style. What is Art Deco you ask? Well think Great Gatsby, Midnight in Paris and Changelings.

THE VENUES

President's Dinner: *Bank & Baron* Wednesday, February 24, 2016

The Bank & Baron is a unique urban bar reclaimed within The Bank of Nova Scotia building, which is recognized among one of Alberta's most historical. The Bank of Nova Scotia is located in the heart of Calgary's infamous Stephen Avenue, the pulse of downtown. This avenue was named after George Stephen, 1st Baron Mount Stephen. He was the financial genius behind the creation of the Canadian Pacific Railway, the President of the Bank of Montreal and is remembered as one of the greatest philanthropists of his time.

Ensure to bring \$19 in cash. This cost will cover a burger, beer, gratuity and tax. This amount must be presented to Stefanie Zarnowski, Director Events and Chelan Darough, Director Logistics before entering Bank and Baron. Note that no change will be provided.



THE VENUES

Conference Kickoff: *Cowboys*

Thursday, February 25, 2016

The originator of “where playboy meets country” and the stage for many of the greatest courtships, most prosperous business deals, most treasured friendships, most amusing mistakes and fondest memories; Cowboys has truly become a staple in Calgary and Stampede traditions. Located at the gate of the Stampede Park, Cowboys Dance Hall and Cowboys Casino brings you the best in Stampede entertainment.

Thursday also marks student night at Cowboys so be prepared for 75 cent draft! What better way to kick off Roundtable! The Calgary Flames also have a home game where they are playing against The New York Islanders, so be prepared for many flames fans in the area, as Cowboys is located right beside the Scotiabank Saddledome.



THE VENUES

Rep Your Track: *Fort Calgary*

Friday, February 26, 2016

Fort Calgary is the birthplace of the city of Calgary, and the original location of the North West Mounted Police fort built at the confluence of the Bow and Elbow Rivers in 1875. Over the years, the Fort has regained its position as a centre for Calgarians to celebrate our past and plan for the future. Fort Calgary is owned by The City of Calgary and is operated by the Fort Calgary Preservation Society.



THE VENUES

Rep Your Track After Party: *Knoxville's Tavern*

Friday, February 26, 2016

Located right in the heart of downtown, Knoxville's Tavern is Calgary's newest modern country and party bar. Known as "the Bar your mother warned you about", this new addition to the city's night scene has become a popular favorite among locals and city guests.

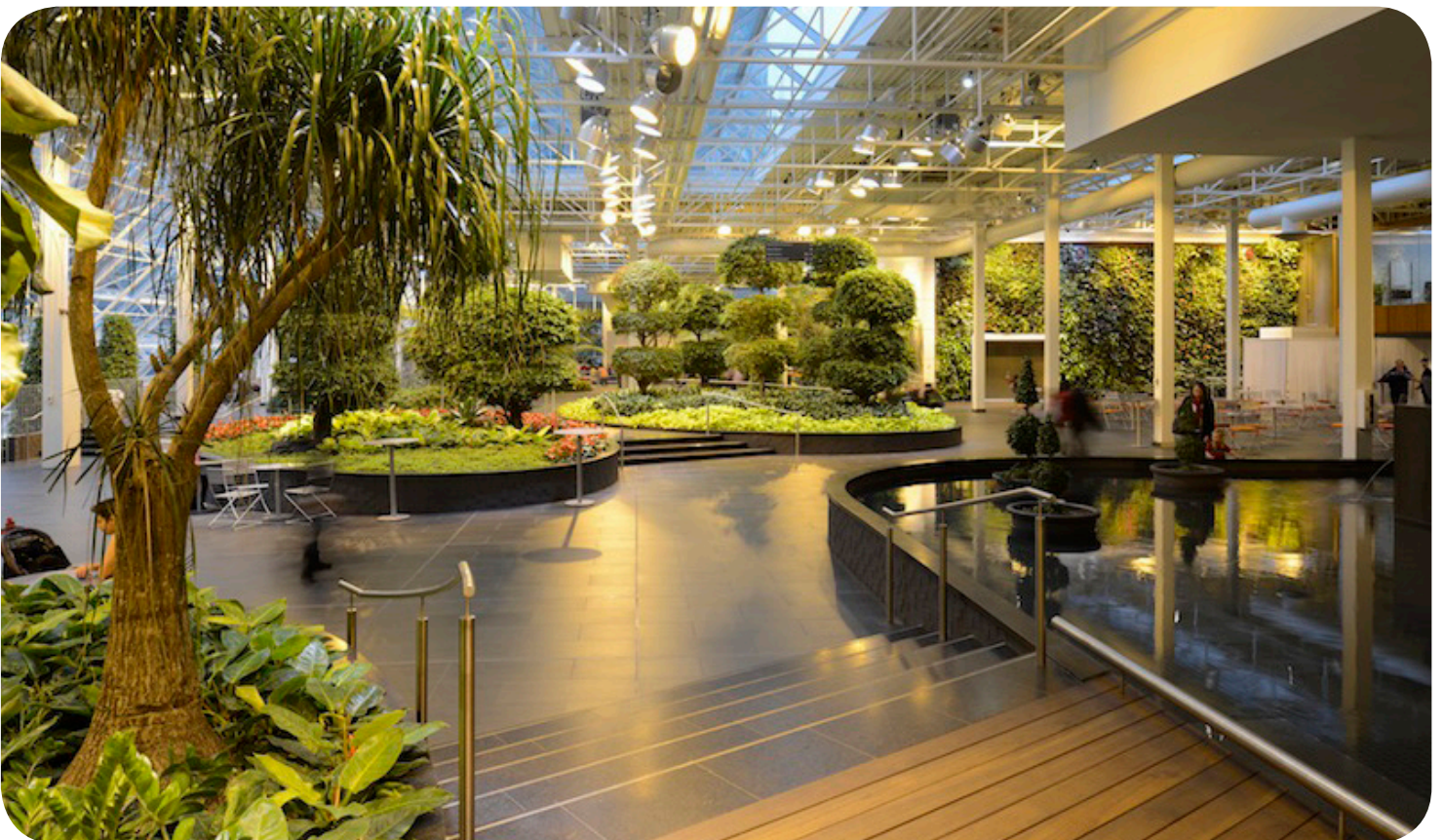


THE VENUES

Gala: *Devonian Gardens* Saturday, February 27, 2016

Devonian Gardens has been a landmark in Calgary since 1977. This urban oasis is a state-of-the-art facility that has attracted international attention. Meandering walkways lead guests past water fountains, over tree-decked plazas, to ponds teeming with fish.

The theme for this enchanting venue and dinner, is 1930's art deco! Think the modern version of *The Great Gatsby*.



THE VENUES

Gala After Party: *Standard Modern Speakeasy & Social Club* Saturday, February 27, 2016

This modern speakeasy boasts a discreet back alley entrance that transports you to the newest social club in Calgary full of dark corners, classy cocktails, and fist-pumping music. Be prepared for the ultimate sensory experience involving cutting edge technology, intense sound and visual effects and upscale, trendy décor.

***Entrance is free until 10PM. After 10PM a cover charge of \$10 will apply.



TRANSPORTATION

After all evening events delegates are responsible for their safe transportation back to The Westin. Some recommended modes of transport include:



Taxi

Associated Cabs
(403) 299-1111

Checker Yellow Taxi
(403) 299-9999



Calgary Transit

The downtown portion of the C-Train which travels along 7 Avenue is known as the free fare zone. It is free to ride either C-Train route between 3rd Street East and 11th Street West along 7 Avenue, but a fare must be purchased if traveling outside of the downtown area.

*If delegates wish to return from Cowboys on February 25th using the C-Train they can depart from Victoria Park Station heading towards downtown. The fare they must pay is **\$3.15** and **the last train departs at 1:43AM.***

With the close proximity of Standard (700m) and Knoxville's (1.3km) to The Westin, delegates also have the option of walking back. If this option is chosen we advise to walk in groups.

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Our Partners



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